

75TH
Anniversary

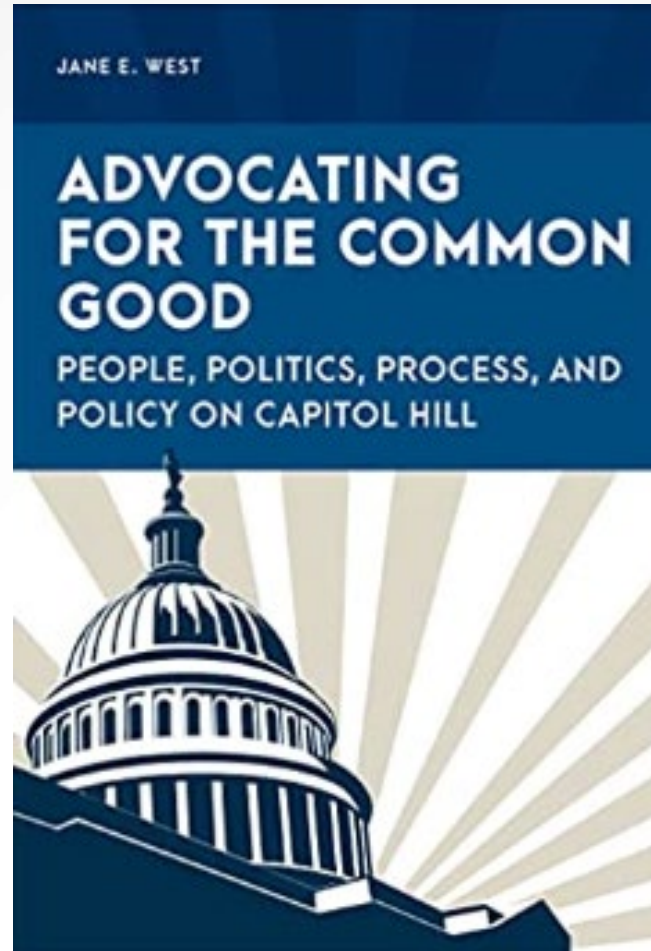


4P's of Policy Advocacy

Preparing for Successful Visits on Capitol Hill



Credit Where Credit is Due ...



At the Table... Not on the Menu

Jane West
@janewestdc



Drinking from a Federal Firehose



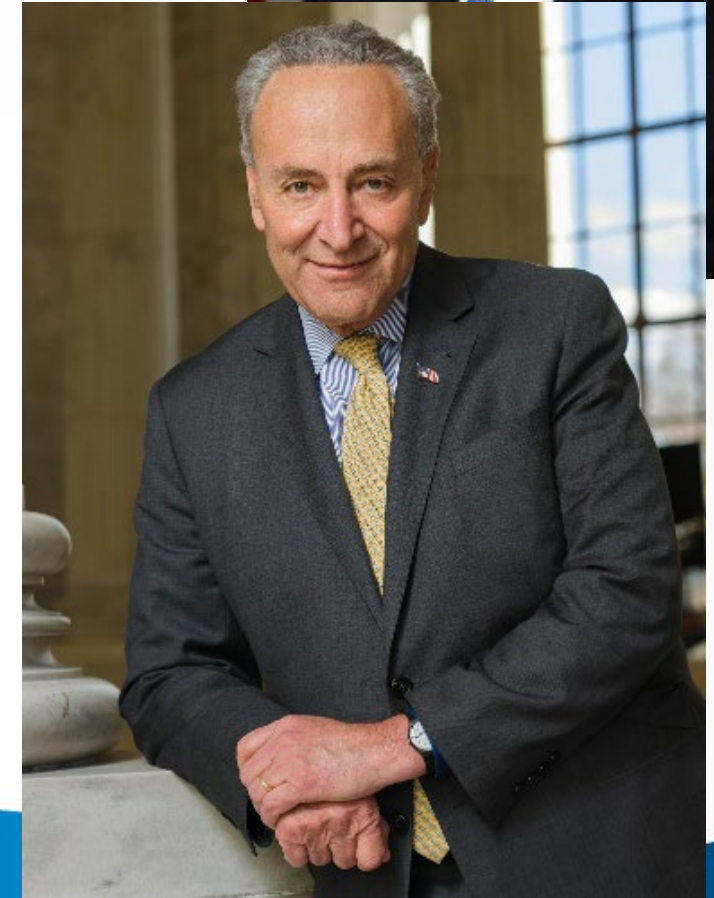
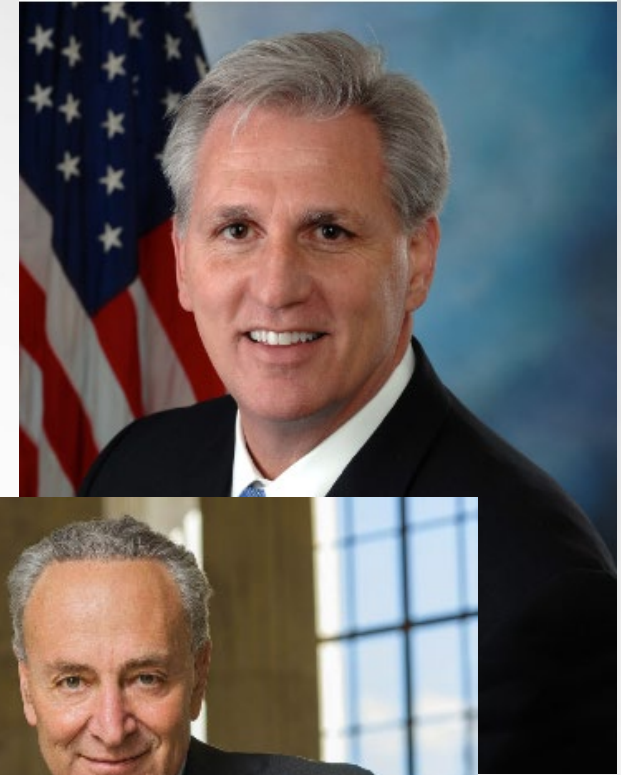
The Four P's

- People
- Politics
- Processes
- Policy



Congress

- Leadership
- Personal Offices: DC and in District/State
- Committee Leaders and Committee staff
 - House Committee on Education and Labor
 - House Subcommittee on Labor/HHS/Education Appropriations
 - Senate Committee on Health, Education, Labor, and Pensions (HELP)
 - Senate Subcommittee on Labor/HHS/Education Appropriations



The Executive Branch

- The White House
 - Office of Management and Budget (OMB)
 - Domestic Policy Council (DPC)
- Federal Agencies and Sub-agencies
 - Department of Education
 - Deputy Secretary
 - Under Secretary (oversees higher education)
 - Offices of Assistant Secretaries
 - Institute for Education Sciences



Interest Groups

National Membership Organizations

- AACTE
- American Educational Research Association

Think Tanks

- Center for American Progress
- Learning Policy Institute
- American Enterprise Institute

Business Groups

- Chamber of Commerce

Governmental Groups

- National Governor's Association
- Coalitions
 - Committee for Education Funding
 - Leadership Conference on Civil and Human Rights
 - Coalition for Teaching Quality



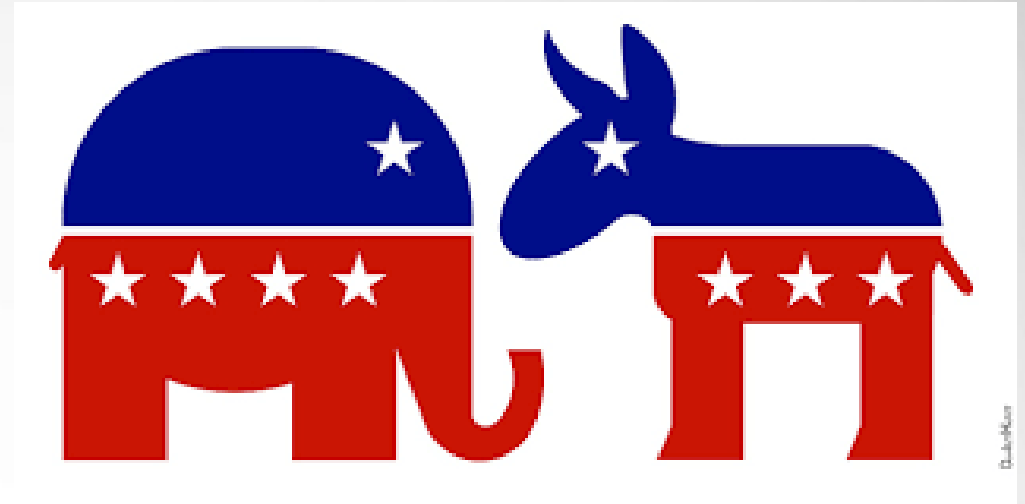
Does the Congress Reflect the Nation?

- Average Age: 58 (House), 64 (Senate)
- Women in Congress: 28%
- People of Color in Congress: 27%
- Openly LGBTQI+ people in Congress: 2.4%
- Disabled people in Congress: 2.6%



P#2: The Politics

- Political Parties
- Majority v. Minority
- Leadership
- Election cycles
- Partisan v. bipartisan



P# 2: Congressional Politics

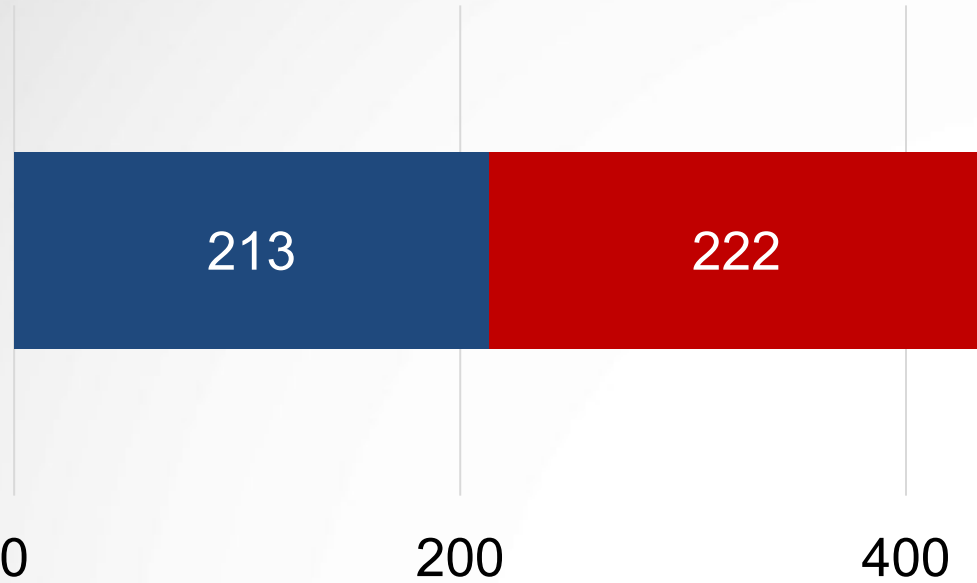
Advantages of the Majority in Congress

- Set the agenda
- Set/change the rules
- Set the schedule for votes
- Chair every committee
- Additional resources for committee chairs

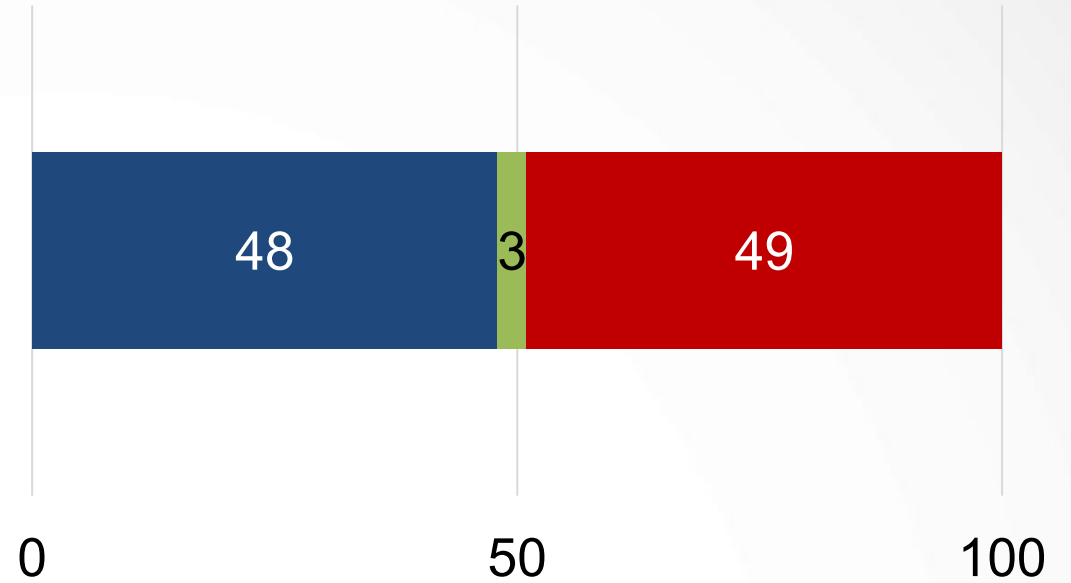


The Politics of Razor-Slim Majorities

House of Representatives

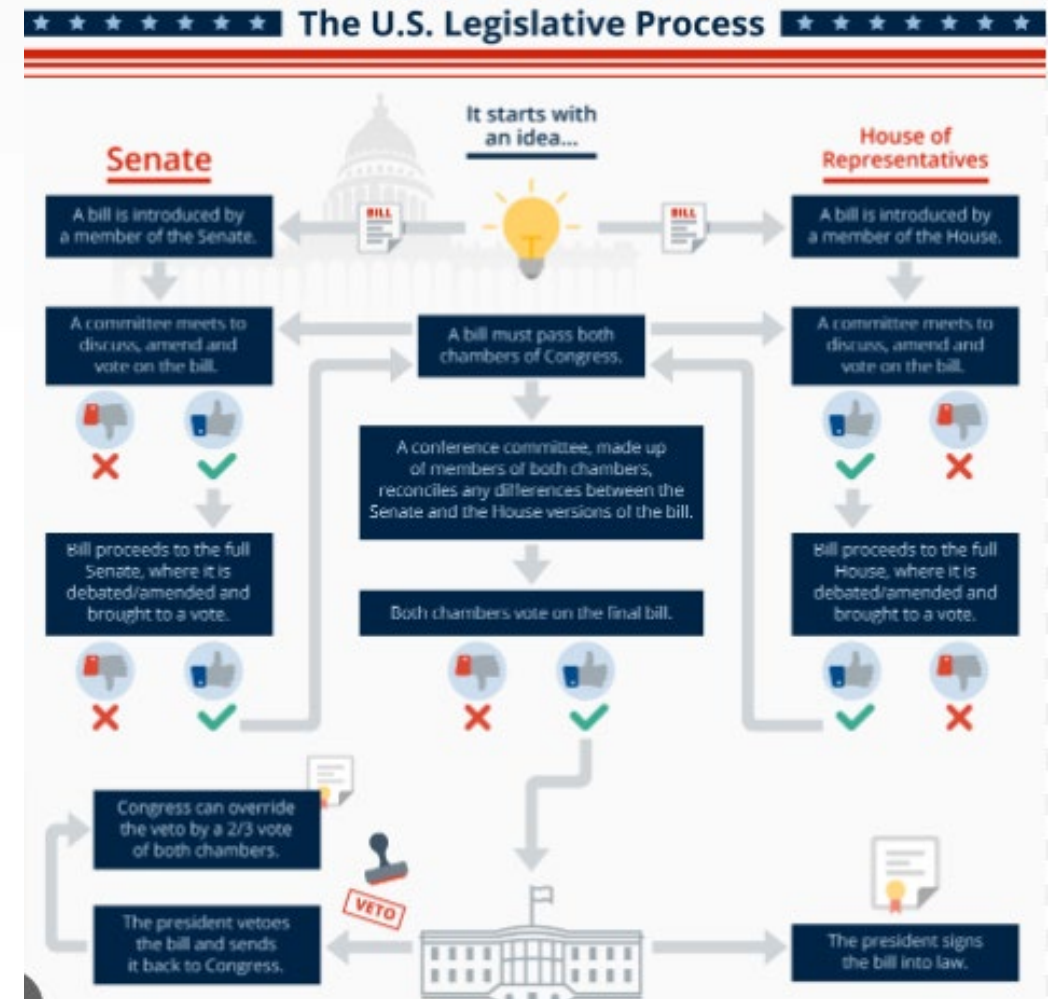


Senate



P#3: Processes

- How a bill becomes a law
- Budget process
- Appropriations process
- Authorization process
- Committee processes: hearings, mark-ups
- Rules of the House and Senate
 - e.g. 60 vote rule in Senate



P #4 The Policy



Preparing for Your Hill Visits

- **The People:** *Which member offices are you visiting? Who are you meeting with? What is their background? What do the members care about? What is their background?*
- **The Politics:** *How secure is the members' seat? When are they up for re-election (Senate)? What is their tenure and position?*
- **The Process:** *Where in the appropriations or authorization process are the bills/programs we care about?*
- **The Policy:** *What is the substance of our legislative priorities?*



